

UNITED STATES DEPARTMENT OF AGRICULTURE

Farm Service Agency
Washington, DC 20250

Notice PM-2905

For: FSA Employees

FY 2014 Revised Outreach Performance Standards

Approved by: Associate Administrator for Operations and Management



1 Revised Outreach Performance Standards

A Background

Notice PM-2898 introduced new outreach standards for FY 2014. Subsequently, revised outreach standards were communicated by e-mail to all SED's and administrative officers (AO's) on December 2, 2013, and posted to the DAFO SharePoint site at <https://fsa.sc.egov.usda.gov/mgr/DAFO/default.aspx>.

B Purpose

This notice provides the following:

- Outreach Program contact information for questions about the contents of this notice
- revised outreach standards for employees at the Service Center level, State Outreach Coordinators (SOC's), and County Office Outreach Coordinators (COOC's) (Exhibit 1)
- revised outreach standard frequently asked questions (FAQ's) (Exhibit 2)
- revised list of persistent poverty counties for non-Strike Force States (Exhibit 3).

Disposal Date	Distribution
May 1, 2014	All FSA employees; State Offices relay to County Offices

1 Revised Outreach Performance Standards (Continued)

C Contact Information

CED's, FLM's, COOC's, and DD's with questions about the Outreach Program and associated standards of this notice should contact their SOC.

SOC's with questions about the Outreach Program and associated standards of this notice should contact either of the following Regional Outreach Coordinators (ROC's):

- Nancy Bond by either of the following:
 - e-mail at **nancy.bond@wdc.usda.gov**
 - telephone at 202-260-6069
- Ternechue Butler by either of the following:
 - e-mail at **ternechue.butler@wdc.usda.gov**
 - telephone at 202-690-6870.

SED's and AO's with questions about the Outreach Program and associated standards of this notice should contact DAFO through J. Latrice Hill, Director of Outreach, by either of the following:

- e-mail at **latrice.hill@wdc.usda.gov**
- telephone at 202-690-1700.

For all other policy-related questions about this notice, contact Michael Braswell by e-mail at **michael.braswell@wdc.usda.gov**.

Required Outreach Standards for FY 2014 Performance Plans

FSA supervisors are **required** to insert the following alignment statement and 2 outreach standards for **all Service Center employees** under the “Enhanced Customer Service” element.

- **Alignment Statement for All Service Center Employees:**

“The following results-focused measures align with USDA Strategic Management Initiatives and FSA Goal 4: Transform and Modernize the Farm Service Agency:

Strategic Objectives: 4.1 - Advance a Culture of Accountability
 4.2 - Promote Diversity and Objective
 4.4 - Improve Customer Service in the FSA Strategic Plan”.

- **Outreach Standards for All Service Center Employees:**

1. Provides timely and reliable FSA program information and assistance to all potential/new and existing customers.
2. Annually identifies and provides general information to internal or external customers of USDA programs/services/initiatives that may be of interest to customer’s or producer’s operation.

FSA supervisors are **required** to insert the following alignment statement and 2 outreach standards for **all SOC’s and COOC’s** under the “Enhanced Customer Service” element.

- **Alignment Statement for All SOC’s and COOC’s:**

“The following results-focused measures align with USDA Strategic Management Initiatives and FSA Goal 4: Transform and Modernize the Farm Service Agency:

Strategic Objectives: 4.1 - Advance a Culture of Accountability
 4.2 - Promote Diversity and Objective
 4.4 - Improve Customer Service in the FSA Strategic Plan”.

- **Outreach Standards for All SOC’s and COOC’s:**

1. Provides supervisor with a quarterly outreach report update with recommendations, activities, and accomplishments, within 4 workdays of the end of the quarter with no more than one exception.
2. Plans and/or participates in 1-2 activities targeted at beginning farmers/ranchers and potential producers located in county (including persistent poverty counties). Ensures the outreach activity results are recorded within 2 workdays into the Outreach Tracking Information System (OTIS), with no more than two exceptions.

FAQ's

Q1 What is a persistent poverty county and where is the list located?

A1 A county in the U.S. that has been identified consistently as a "poverty area". USDA's Strike Force (SF) Initiative is currently targeted in persistent poverty counties (counties 20 percent and above the poverty level) in 20 States. However, FSA Outreach is adopting the SF "model" to address rural poverty by reporting Agency-wide outreach efforts in persistent poverty counties. The list is attached as Exhibit 3. (SF States have county lists based on various data sets/criteria compiled by USDA officials. Each SF SED has a copy of his or her State list).

Q2 Are employees to record their interactions with customers in OTIS for performance?

A2 No. OTIS entries are limited to targeted, face-to-face activities and events in which the office participates. SOC's and COOC's should only record nonmedia targeted outreach activities and events in OTIS. OTIS is not intended to be used as a performance measurement tool for employees.

Q3 Are activities by SOC's/COOC's required only in the States with persistent poverty counties?

A3 No, outreach activities are required in all States, including States with persistent poverty counties. Supervisors may select the total number of activities for SOC's and COOC's. The supervisor may select between 1 and 2 activities.

Q4 If the employee fails to plan or participate in 1 targeted outreach event for beginning farmers, will he or she automatically receive a "Does Not Meet" for the entire "Enhanced Customer Service" element?

A4 Rating will depend on the employee's performance in all standards listed under the "Enhanced Customer Service" element and not just the outreach standard.

Q5 What if we don't have travel money or outreach funds to pay for attending an event?

A5 SOC's and COOC's should collaborate, to the extent possible, and use no-cost events/opportunities with partners/agencies.

Q6 Exhibit 1 requires the new standards for Service Center employees to be placed under the "Enhanced Customer Service" element. Should the new standards be placed under the "Consulting Services" or "Customer Relations Management" component, or does it matter?

A6 Outreach standards should be placed under the "Enhanced Customer Service" element, regardless of the component under the "Enhanced Customer Service" element.

Q7 In our State, CED's serve as COOC's. Will our CED's be required to have both new standards under their "Enhanced Customer Service" element, or will they just have the required standard for COOC's?

A7 The Service Center employee standard is for all employees who do not serve as SOC or COOC. If CED, PT, FLO, or FLM serves as COOC, COOC standards should be used instead of the Service Center standard.

Q8 Is the quarterly outreach report more updated than OTIS, or does this just mean the SOC/COOC should review the OTIS report with the supervisor at least quarterly?

A8 SOC/COOC should provide a status update of activities completed quarterly to gauge if the State/county is on target to meet annual outreach goals. OTIS is a database used by all FSA offices to aggregate outreach data each FY, nationwide, so it may be drawn for reporting and compliance purposes. According to 22-AO, OTIS shall be used to record outreach activities by FSA. SOC/COOC should provide recommendations/suggestions on how to meet the year's goals timely.

2011 Poverty Estimates

The following 2011 poverty estimates shall be used for FSA outreach activities in non-SF persistent poverty areas.

FIPStxt	State	Area_name	Rural-urban_Continuum Code_2003	Urban_Influence Code_2003	Rural-urban_Continuum Code_20013	Urban_Influence Code_2001	POVALL_2011	PCTPOVALL_2011
06007	CA	Butte County	3	2	3	2	48,784	22.6
06015	CA	Del Norte County	7	8	7	8	6,300	25.4
06019	CA	Fresno County	2	2	2	2	238,977	25.8
06023	CA	Humboldt County	5	8	5	8	27,780	21.1
06025	CA	Imperial County	3	2	3	2	43,259	26.0
06029	CA	Kern County	2	2	2	2	200,571	24.6
06031	CA	Kings County	3	2	3	2	27,949	21.2
06033	CA	Lake County	4	5	4	5	14,587	23.0
06039	CA	Madera County	3	2	3	2	33,965	23.6
06045	CA	Mendocino County	4	5	4	5	17,387	20.2
06047	CA	Merced County	3	2	2	2	68,371	26.8
06049	CA	Modoc County	6	6	6	6	1,990	21.5
06093	CA	Siskiyou County	7	11	6	6	10,730	24.4
06099	CA	Stanislaus County	2	2	2	2	119,325	23.3
06103	CA	Tehama County	4	5	4	5	12,244	19.5
06105	CA	Trinity County	8	6	8	6	2,881	21.4
06107	CA	Tulare County	2	2	2	2	113,766	25.6
06113	CA	Yolo County	1	1	1	1	41,756	21.3
06115	CA	Yuba County	3	2	3	2	13,982	19.6
12001	FL	Alachua County	3	2	2	2	55,679	23.5
12007	FL	Bradford County	6	6	6	4	5,479	23.1
12013	FL	Calhoun County	6	7	6	6	3,326	25.9
12023	FL	Columbia County	6	5	4	3	13,644	21.7
12027	FL	DeSoto County	6	5	6	5	9,815	31.0
12029	FL	Dixie County	6	7	6	7	3,789	25.2
12037	FL	Franklin County	6	7	6	6	2,180	22.3
12039	FL	Gadsden County	2	2	2	2	11,267	25.2
12041	FL	Gilchrist County	3	2	2	2	3,078	19.5

2011 Poverty Estimates (Continued)

FIPStxt	State	Area_name	Rural-urban_Continuum Code_2003	Urban_Influence Code_2003	Rural-urban_Continuum Code_2003	Urban_Influence Code_2003	POVALL_2011	PCTPOVALL_2011
12045	FL	Gulf County	6	6	6	3	2,859	23.2
12047	FL	Hamilton County	6	6	7	6	3,693	31.9
12049	FL	Hardee County	6	6	5	6	8,269	31.8
12051	FL	Hendry County	4	4	5	4	11,037	29.6
12059	FL	Holmes County	6	6	6	6	4,722	26.1
12063	FL	Jackson County	6	6	6	6	8,442	20.5
12067	FL	Lafayette County	8	8	7	9	1,622	23.8
12073	FL	Leon County	2	2	2	2	59,835	22.7
12075	FL	Levy County	8	8	7	6	8,662	22.0
12077	FL	Liberty County	8	8	7	8	1,517	23.5
12079	FL	Madison County	6	6	6	6	4,445	25.9
12086	FL	Miami-Dade County	1	1	1	1	527,000	20.9
12093	FL	Okeechobee County	4	4	5	4	9,813	26.1
12107	FL	Putnam County	4	4	3	4	20,254	27.9
12111	FL	St. Lucie County	2	2	2	2	56,387	20.3
12121	FL	Suwannee County	6	6	6	6	9,989	24.7
12123	FL	Taylor County	6	6	6	6	4,391	22.7
12125	FL	Union County	6	6	7	6	2,676	25.3
12133	FL	Washington County	6	6	6	6	5,409	24.3
15001	HI	Hawaii County	5	5	8	5	37,428	20.4
16027	ID	Canyon County	2	2	2	2	37,796	20.1
16061	ID	Lewis County	8	8	7	8	765	20.2
16065	ID	Madison County	6	6	5	4	14,144	38.5
16067	ID	Minidoka County	7	7	8	7	3,481	17.4
16073	ID	Owyhee County	2	2	2	2	2,821	25.1
16079	ID	Shoshone County	6	6	7	6	2,449	19.7
17003	IL	Alexander County	7	7	8	3	2,360	31.3
17019	IL	Champaign County	3	3	2	3	43,484	23.4
17029	IL	Coles County	5	5	8	5	10,809	21.8
17069	IL	Hardin County	9	9	10	9	870	20.4
17077	IL	Jackson County	5	5	8	3	19,057	33.7
17095	IL	Knox County	4	4	5	4	9,894	20.2
17109	IL	McDonough County	5	5	8	5	5,780	20.3

2011 Poverty Estimates (Continued)

FIPStxt	State	Area_name	Rural-urban_Continuum Code_2003	Urban_Influence Code_2003	Rural-urban_Continuum Code_2013	Urban_Influence Code_2011	POVALL_2011	PCTPOVALL_2011
17151	IL	Pope County	9	10	8	7	808	19.5
17153	IL	Pulaski County	9	10	8	7	1,353	22.4
17165	IL	Saline County	7	8	6	6	5,016	20.8
18035	IN	Delaware County	3	2	3	2	25,079	23.0
18041	IN	Fayette County	7	8	6	3	5,119	21.5
18097	IN	Marion County	1	1	1	1	189,843	21.3
18105	IN	Monroe County	3	2	3	2	30,806	24.7
18141	IN	St. Joseph County	2	2	2	2	49,884	19.5
18143	IN	Scott County	6	3	1	1	5,024	21.3
18157	IN	Tippecanoe County	3	2	3	2	34,239	21.4
18177	IN	Wayne County	5	8	5	8	13,936	21.1
19053	IA	Decatur County	9	12	9	12	1,628	21.4
19169	IA	Story County	3	2	3	2	17,394	21.3
20011	KS	Bourbon County	6	4	6	4	2,961	20.4
20037	KS	Crawford County	4	5	4	5	8,324	22.3
20099	KS	Labette County	7	8	7	8	4,350	20.6
20111	KS	Lyon County	5	8	4	5	6,544	20.3
20161	KS	Riley County	5	8	3	2	13,222	20.6
20209	KS	Wyandotte County	1	1	1	1	40,668	26.0
23029	ME	Washington County	7	11	7	11	6,862	21.7
24039	MD	Somerset County	3	2	2	2	5,411	26.2
24510	MD	Baltimore city	1	1	1	1	146,101	24.5
25025	MA	Suffolk County	1	1	1	1	154,370	22.4
26035	MI	Clare County	7	9	6	6	8,260	27.0
26049	MI	Genesee County	2	2	2	2	86,200	20.7
26051	MI	Gladwin County	6	6	6	6	5,634	22.1
26053	MI	Gogebic County	7	11	7	11	3,018	20.5
26061	MI	Houghton County	5	8	5	8	6,819	20.1
26065	MI	Ingham County	2	2	2	2	59,677	22.6
26069	MI	Iosco County	7	11	7	11	5,560	22.1
26073	MI	Isabella County	5	8	4	5	19,194	30.0
26085	MI	Lake County	8	7	9	10	2,992	26.9
26095	MI	Luce County	7	9	7	10	1,133	21.0

2011 Poverty Estimates (Continued)

FIPStxt	State	Area_name	Rural-urban_Continuum Code_2003	Urban_Influence Code_2003	Rural-urban_Continuum Code_2003	Urban_Influence Code_2003	POVALL_2011	PCTPOVALL_2011
26107	MI	Mecosta County	6	5	5	5	10,217	25.6
26121	MI	Muskegon County	3	2	2	2	33,079	20.0
26127	MI	Oceana County	8	7	7	7	5,423	20.7
26129	MI	Ogemaw County	9	11	11	11	4,693	22.1
26143	MI	Roscommon County	7	11	11	11	5,097	21.2
26149	MI	St. Joseph County	4	5	4	5	12,207	20.3
26159	MI	Van Buren County	2	2	2	2	16,142	21.5
26163	MI	Wayne County	1	1	1	1	464,882	26.1
27007	MN	Beltrami County	7	8	7	8	8,835	20.4
27087	MN	Mahnomen County	8	7	7	7	1,303	24.3
29001	MO	Adair County	7	8	7	8	5,697	25.1
29019	MO	Boone County	3	2	2	2	30,568	19.5
29023	MO	Butler County	7	8	5	8	9,330	22.1
29035	MO	Carter County	9	10	9	10	1,560	24.7
29039	MO	Cedar County	6	6	6	6	3,651	26.6
29055	MO	Crawford County	6	4	6	4	4,993	20.5
29057	MO	Dade County	8	7	8	7	1,502	19.6
29059	MO	Dallas County	2	2	2	2	3,559	21.5
29065	MO	Dent County	7	9	7	9	3,227	20.9
29067	MO	Douglas County	6	6	6	6	3,171	23.7
29069	MO	Dunklin County	7	8	7	8	8,768	28.1
29085	MO	Hickory County	8	7	8	7	2,161	22.7
29091	MO	Howell County	7	8	7	8	9,140	22.9
29093	MO	Iron County	6	4	7	10	2,478	23.9
29103	MO	Knox County	9	10	9	10	879	21.8
29119	MO	McDonald County	2	2	2	2	5,150	22.7
29123	MO	Madison County	7	9	6	6	2,580	21.6
29133	MO	Mississippi County	7	9	6	6	3,819	30.8
29141	MO	Morgan County	8	6	8	7	4,425	22.0
29143	MO	New Madrid County	7	7	7	9	4,140	22.5
29147	MO	Nodaway County	6	5	6	5	4,990	25.0
29149	MO	Oregon County	9	10	9	10	2,949	27.2
29153	MO	Ozark County	9	10	9	10	2,283	24.0

2011 Poverty Estimates (Continued)

FIPStxt	State	Area_name	Rural-urban_Continuum Code_2003	Urban_Influence Code_2003	Rural-urban_Continuum Code_2003	Urban_Influence Code_2003	POVALL_2011	PCTPOVALL_2011
29155	MO	Pemiscot County	7	9	7	9	5,390	30.1
29163	MO	Pike County	6	4	6	4	3,356	20.5
29167	MO	Polk County	2	2	2	2	6,001	20.2
29179	MO	Reynolds County	9	12	9	12	1,738	26.9
29181	MO	Ripley County	9	10	9	10	3,622	25.9
29185	MO	St. Clair County	8	4	8	4	2,267	24.1
29187	MO	St. Francois County	4	3	4	3	12,140	20.6
29197	MO	Schuyler County	9	8	9	8	880	20.5
29203	MO	Shannon County	9	10	9	10	2,402	28.8
29209	MO	Stone County	8	5	6	5	6,327	19.8
29213	MO	Taney County	6	5	4	5	10,057	19.7
29215	MO	Texas County	9	9	9	9	5,261	21.9
29217	MO	Vernon County	7	11	7	11	4,130	20.5
29221	MO	Washington County	1	1	6	4	6,336	26.6
29223	MO	Wayne County	9	10	9	10	3,423	25.7
29225	MO	Webster County	2	6	2	2	6,994	19.7
29229	MO	Wright County	6	6	6	6	5,299	28.7
29510	MO	St. Louis city	1	1	1	1	83,819	27.2
30003	MT	Big Horn County	6	6	6	6	3,709	28.6
30005	MT	Blaine County	9	10	9	12	1,568	24.2
30033	MT	Garfield County	9	12	9	12	251	20.0
30035	MT	Glacier County	7	11	7	11	4,162	31.2
30037	MT	Golden Valley County	8	7	3	2	196	23.5
30047	MT	Lake County	6	6	6	6	6,532	22.8
30051	MT	Liberty County	9	10	9	12	507	22.0
30053	MT	Lincoln County	7	9	7	9	4,297	22.2
30059	MT	Meagher County	9	10	9	10	364	19.8
30077	MT	Powell County	7	9	6	6	1,090	19.7
30085	MT	Roosevelt County	7	11	7	9	2,781	26.9
31045	NE	Dawes County	7	11	7	11	1,679	20.2
31103	NE	Keya Paha County	9	12	9	12	176	21.7
31173	NE	Thurston County	8	7	8	7	1,605	23.2
36005	NY	Bronx County	1	1	1	1	410,645	30.3

2011 Poverty Estimates (Continued)

FIPStxt	State	Area_name	Rural-urban_Continuum Code_2003	Urban_Influence_Code_2003	Rural-urban_Continuum Code_2003	Urban_Influence_Code_2003	POVALL_2011	PCTPOVALL_2011
36013	NY	Chautauqua County	4	3	3	3	25,528	19.8
36033	NY	Franklin County	5	8	7	8	9,402	20.7
36047	NY	Kings County	1	1	1	1	593,162	23.6
36109	NY	Tompkins County	3	2	3	2	17,762	20.0
39001	OH	Adams County	6	4	6	4	6,310	22.5
39007	OH	Ashtabula County	4	3	4	3	19,891	20.3
39009	OH	Athens County	4	5	4	3	19,353	35.0
39053	OH	Gallia County	6	5	6	5	6,346	21.2
39065	OH	Hardin County	6	6	6	6	5,854	19.8
39071	OH	Highland County	6	4	6	4	9,190	21.5
39079	OH	Jackson County	7	9	7	8	6,668	20.4
39095	OH	Lucas County	2	2	2	2	100,123	23.3
39105	OH	Meigs County	6	6	6	6	5,236	22.4
39115	OH	Morgan County	6	7	6	4	3,096	20.9
39131	OH	Pike County	7	9	7	9	6,376	22.7
39145	OH	Scioto County	4	5	4	5	19,671	26.1
39163	OH	Vinton County	9	10	8	4	3,114	23.5
40001	OK	Adair County	6	6	6	6	4,978	22.2
40005	OK	Atoka County	7	9	9	9	3,218	24.0
40013	OK	Bryan County	6	5	6	5	8,766	20.9
40015	OK	Caddo County	6	4	6	4	5,608	20.4
40021	OK	Cherokee County	6	5	6	5	11,322	24.6
40023	OK	Choctaw County	7	9	7	9	4,227	28.1
40029	OK	Coal County	9	10	9	10	1,338	22.9
40035	OK	Craig County	6	6	6	6	2,903	20.3
40041	OK	Delaware County	6	6	6	6	8,604	20.9
40055	OK	Greer County	7	9	7	9	1,183	23.8
40057	OK	Harmon County	9	10	9	10	789	28.0
40061	OK	Haskell County	6	6	6	6	2,570	20.2
40063	OK	Hughes County	7	9	7	9	3,093	25.1
40067	OK	Jefferson County	8	7	8	7	1,372	21.6
40075	OK	Kiowa County	6	6	6	6	1,941	21.0
40079	OK	Le Flore County	2	2	2	2	9,970	20.4

2011 Poverty Estimates (Continued)

FIPStxt	State	Area_name	Rural-urban_Continuum Code_2003	Urban_Influence Code_2003	Rural-urban_Continuum Code_2003	Urban_Influence Code_2003	POVALL_2011	PCTPOVALL_2011
40089	OK	McCurtain County	7	11	7	11	10,096	30.9
40091	OK	McIntosh County	6	6	6	6	4,918	24.5
40101	OK	Muskogee County	4	5	4	5	16,201	24.1
40107	OK	Okfuskee County	6	6	6	4	2,796	24.7
40111	OK	Okmulgee County	2	2	2	2	9,106	23.6
40115	OK	Ottawa County	6	5	6	5	6,395	20.7
40119	OK	Payne County	4	5	4	3	16,433	23.4
40127	OK	Pushmataha County	9	11	9	12	2,988	26.4
40133	OK	Seminole County	7	9	7	9	5,246	21.3
40135	OK	Sequoyah County	2	2	2	2	8,736	20.8
40141	OK	Tillman County	6	6	6	6	1,766	22.7
41001	OR	Baker County	7	9	7	11	3,117	20.0
41003	OR	Benton County	3	2	3	2	17,703	21.8
41011	OR	Coos County	5	8	5	8	12,213	19.8
41029	OR	Jackson County	3	2	3	2	39,829	19.7
41031	OR	Jefferson County	6	6	6	6	4,319	20.7
41033	OR	Josephine County	4	5	3	2	17,021	20.8
41035	OR	Klamath County	5	8	5	8	15,023	23.0
41037	OR	Lake County	7	12	7	12	1,538	20.6
41039	OR	Lane County	2	2	2	2	73,046	21.1
41045	OR	Malheur County	6	5	6	5	6,794	24.5
41047	OR	Marion County	2	2	2	2	63,412	20.5
41069	OR	Wheeler County	9	10	9	10	281	20.1
42027	PA	Centre County	3	2	3	2	26,772	19.5
42051	PA	Fayette County	1	1	1	1	26,184	19.7
42053	PA	Forest County	9	10	9	9	1,118	22.0
42101	PA	Philadelphia County	1	1	1	1	414,826	27.9
53001	WA	Adams County	6	6	6	5	3,747	20.0
53015	WA	Cowlitz County	3	2	3	2	19,636	19.5
53019	WA	Ferry County	9	12	9	12	1,637	21.6
53021	WA	Franklin County	3	2	2	2	19,400	24.2
53025	WA	Grant County	4	5	5	8	18,233	20.3
53027	WA	Grays Harbor County	4	5	4	5	14,677	21.1

2011 Poverty Estimates (Continued)

FIPStxt	State	Area_name	Rural- urban_ um Code_2003	Urban_Influe nce_Code_2003	Rural- urban_ um Code_2003	Urban_Infl luence_C ode_2001	POVALL_2011	PCTPOVALL_2011
53037	WA	Kititas County	6	3	4	3	9,978	25.5
53047	WA	Okanogan County	6	6	6	6	8,843	21.7
53051	WA	Pend Oreille County	8	7	2	2	2,536	19.8
53065	WA	Stevens County	6	6	2	2	8,738	20.3
53075	WA	Whitman County	4	5	4	5	12,483	31.8
53077	WA	Yakima County	3	2	3	2	55,803	23.0
55078	WI	Menominee County	8	7	8	5	1,396	32.6
55079	WI	Milwaukee County	1	1	1	1	202,050	21.8
56001	WY	Albany County	4	5	4	5	7,511	21.6